



Camp Invention®

# LOCAL FUNDRAISING GUIDE





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# WELCOME!

## DEAR CAMP INVENTION LEADER,

Thank you for your commitment to Camp Invention®. We are thrilled to work with you as we prepare for an exciting season! Your enthusiasm, professionalism and creativity impact the children in your community and are the heart of your program's success.

At the National Inventors Hall of Fame®, we believe all children should have the opportunity to experience enriching education programs like Camp Invention; however, as you know, many children in your community cannot participate without financial assistance.

Every year, scholarships make it possible for tens of thousands of children to experience Camp Invention with their peers. You can help children in your community by getting the word out to organizations and individuals in your area who care about local students.

No one knows your community better than you! This Local Fundraising Guide is designed to make sure more children can attend your program. This guide will provide you with ways to gain local support for campers using the NIHF Green Envelope and online crowdfunding.

Along the way, if you have any questions about fundraising for your camp, please don't hesitate to contact your Regional Representative.

Thanks again for your dedication to Camp Invention and the children in your community!

Sincerely,

Your National Inventors Hall of Fame Fundraising Team

# GETTING STARTED WITH LOCAL FUNDRAISING

**As you start securing funds to help children attend your program, you can feel confident about this fundraising adage: People love to help other people when they know they can make a difference.**

**Donors will love to hear about your firsthand experience on the direct impact of out-of-school STEM (science, technology, engineering and mathematics) opportunities! With a few steps using your NIHF Green Envelopes and/or online crowdfunding, you can increase awareness of your program and help provide scholarships for children who would otherwise be unable to attend.**

## WHAT IS THE NIHF GREEN ENVELOPE?

Included with your Camp Invention Director Box, the NIHF Green Envelope is a traditional way to reach out to prospective donors through the mail. In both this guide and your NIHF Green Envelope packet, you will find steps for identifying prospective donors, personalizing your letter and using the provided materials.

### **NIHF Green Envelope is a great fundraising tool for:**

- Engaging local businesses and organizations in your community that you might not know personally
- Reaching out to organizations that have made donations through NIHF Green Envelope in the past
- Allowing donors to support your program with a check or credit card donation
- Contacting prospective donors who will appreciate a physical letter about your program and the impact it will make

## WHAT IS NIHF CROWDFUNDING?

The National Inventors Hall of Fame provides you with the option to raise funds for your program using an online crowdfunding platform. Upon your request, a page will be created for your specific program code, ensuring that local support will benefit children in your program. Just ask your Regional Representative for your unique program URL and you will be able to start sharing your crowdfunding page!

### **Crowdfunding is a great fundraising tool for:**

- Engaging people in your circle, including family, friends and co-workers
- Receiving instant donations via credit card
- Reaching a wider group of people, including out-of-state contacts
- Using social media to get the word out about your program and how donations will help local children

**To learn more about utilizing the NIHF Green Envelope or crowdfunding campaigns to support your local program, we encourage you to watch this video and refer to the resources in this guide.**

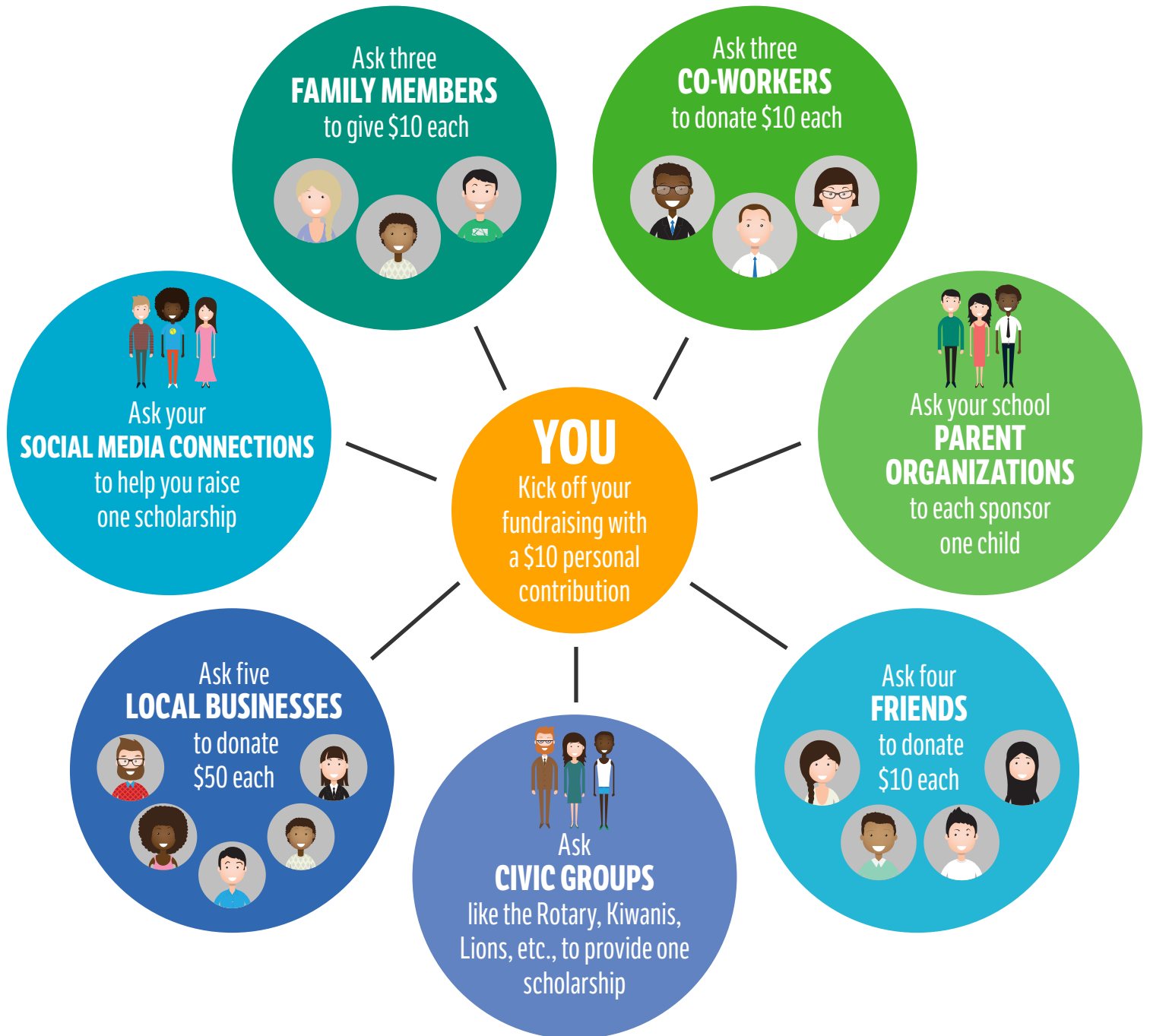
**WATCH VIDEO**



# HOW TO RAISE \$1,000+ QUICKLY

**No one knows your community or your social circle better than you do!**

With our NIHF Green Envelope and online crowdfunding options, you can effectively reach potential supporters and secure scholarships for children to attend your program. If you have any questions about these resources, your Regional Representative is here to help!



RAISING FUNDS WITH THE  
**NIHF GREEN ENVELOPE**



# RAISING FUNDS WITH NIHF GREEN ENVELOPE

You can start raising scholarship support for children in your program right now by reaching organizations in your community with the NIHF Green Envelopes included in your Camp Invention Director Box.

## 1. RESEARCH WHO MIGHT WANT TO SPONSOR LOCAL CHILDREN TO ATTEND YOUR PROGRAM.

Consider your own connections, read the newspapers, review programs from local nonprofit events or ask around. Make a list of one to five organizations. Examples include:

- Civic organizations such as Kiwanis, Lions and Rotary clubs
- Parent Teacher Associations
- Community foundations
- Technology, engineering and architectural companies
- Intellectual property attorneys

## 2. REFINE YOUR LIST.

Find out to whom in the organization(s) you should address your request letter. Be sure to spell their name and title correctly — **attention to detail adds credibility to your request!**



**IMPORTANT:** To ensure you and your program site receive proper credit for the donations you secure, please check that:

- Your program code is written on the exterior of the remittance envelope
- All donations are made payable to National Inventors Hall of Fame
- All donations are returned to the home office in the remittance envelope provided

## 3. PREPARE AND PRINT OR COPY.

Samples are included with your Green Envelope packet and in this guide. You also can download them from the Resource Center.

- Request Letter & Sponsor Benefits: Customize the highlighted areas for each potential sponsor, print it and sign your name at the bottom. Please don't make other changes, as this is signed by our CEO. Sponsor Benefits are located on page 2 of the Request Letter ([download file below](#)).
- 501(c)(3) Documentation: Download the National Inventors Hall of Fame 501(c)(3) letter from the Resource Center and print it or make a copy of the sample provided. This verifies we are a nonprofit organization as recognized by the IRS and that donations are tax deductible. This document is often required by potential sponsors to make a timely decision ([download file below](#)).
- Remittance Envelopes: Write your program code (Ex: C-OH06-12345-23) on the remittance envelopes enclosed with each Green Envelope. This is the only way the home office will be able to credit the donation to your program!
- Note: Let your Regional Representative know if you would like to skip paper and instead use digital/online fundraising options! A Green Envelope email template is included in this guide.

# RAISING FUNDS WITH NIHF GREEN ENVELOPE

## 4. ASSEMBLE YOUR GREEN ENVELOPES.

Include one of each item:

- Customized and signed Request Letter & Sponsor Benefits (you print, download file below)
- 501(c)(3) Documentation (you print or copy, download file below)
- Informational Insert (prestuffed or download file below if you want to attach via email)
- Remittance Envelope with your Program Code (prestuffed)



### BONUS TIP:

#### Want to go the extra mile?

An optional Callback Script is available in this guide and on the Resource Center to help you make a follow-up phone call. Making a call within 10 days of sending your Green Envelopes can help you succeed in your fundraising efforts!

## 5. ADDRESS YOUR GREEN ENVELOPES AND PLACE THEM IN THE U.S. MAIL!

Postage is already applied. Please return any unused envelopes with your materials at the close of your program.

## CLICK TO DOWNLOAD FILES

REQUEST LETTER  
TEMPLATE AND  
SPONSOR BENEFITS

501 (C)(3)  
DOCUMENTATION

INFORMATIONAL  
INSERT

CALLBACK  
SCRIPT

**After receiving a donation**, the home office will establish a scholarship for the funds. The scholarship will appear on your ROSTER, SCHOLARSHIP tab, Scholarship Info section. Your Regional Representative will notify you when donations for your program have been received. Please work with them in allocating the funds to qualifying participants. This scholarship will be updated every time a new donation is received.

**We'll send a thank-you letter to your donors** — but donors always appreciate a personalized note from you too! Please include your donors at or above \$1,000 in the program newsletter. We'll manage all other recognition and sponsor benefits for qualifying donors.

**Need more Green Envelopes?** Contact your Regional Representative to request additional packets.





RAISING FUNDS WITH  
**CROWDFUNDING**

# RAISING FUNDS WITH CROWDFUNDING

**A crowdfunding campaign is a great way to raise money for your program. Reach out to your Regional Representative to get started, then follow these tips to give your campaign an extra boost!**



- 1** Focus your campaign on the number of children you hope to help, rather than how much money you hope to raise.
- 2** Ask your Camp Invention Program Team Members and Camp Parent to help raise funds by sending the link to their families and friends.
- 3** Set your campaign up for success! If you can, make your own donation first and ask two to three friends to donate as soon as you post your campaign.
- 4** Use social media to spread the word! Share your results weekly using the Facebook and Twitter posts provided in this guide.
- 5** Send emails to everyone in your address book using the supplied template. Ask them to share your campaign link with their families and friends, too! Ask your Program Team Members and Camp Parent to do the same!
- 6** Contact those whose causes you've supported in the past and ask them to pay it forward!
- 7** Ask parents of longtime Camp Invention participants to help spread the word.
- 8** Don't forget to ask family and friends who live out of town to donate to your campaign.
- 9** Send a personal thank-you note or message to your donors. Let them know how much your team appreciates their support!
- 10** Give the gift of Camp Invention! Many children have asked friends and family to support a cause that's important to them in celebration of a birthday or holiday.



# CROWDFUNDING NOTES TO KEEP IN MIND

- Scholarship funds provide opportunities for underserved or underrepresented children to participate in your program.
- Scholarship funds raised through online crowdfunding may be offered to campers and Leaders-in-Training (LITs) participating in your program.
- Your online crowdfunding page is hosted through the only NIHF-approved platform. Fundraisers to support your program cannot be hosted through other online platforms.
- If your program has a July or August start date, start a waiting list of 10 to 15 children while school is still in session. Make sure you have parents' summer contact information so you can communicate with them when you have scholarship funds available.
- When possible, ask parents to pay part of their registration fees. Co-payments help ensure attendance and can stretch your scholarship funds to impact more kids!
- If you are expecting co-payments, provide parents with a due date (such as within two weeks) to submit their co-payment to you. This will ensure they have enough time to receive and complete the required camp registration paperwork.
- Parents who have already paid registration fees for their children may not request a refund so they can receive scholarship funds.
- You may start distributing scholarship funds based on the "Total Raised" amount on your campaign page.
- Use your "Total Raised" to offer scholarships and be sure the recipients register two weeks before the first day of your program.
- New this year, your fundraising campaign will remain open throughout your camp week! You may want to promote the need for scholarships to your participants' parents while they are excited about the experience their children just enjoyed. Any gifts received after two weeks prior to your program start date will "carry over" for you to use the following Camp Invention season.
- NIHF will send an automatic thank-you email to all your donors!
- Upon your request, your Regional Representative can provide a list of donors for your program, unless their gifts are marked anonymous.
- Scholarships may only be awarded based on your "Total Raised" amount. Scholarships may not be distributed based on verbal donations.
- Track any scholarships you've awarded on your SCHOLARSHIP tab in the NIHF Resource Center!
- If applicable to your program, recognize your donors during your Inventors Showcase.



# TRACKING SCHOLARSHIP FUNDS

Go to your National Inventors Hall of Fame Resource Center **ROSTER** page and look on your **SCHOLARSHIP** tab. Here, you have everything you need to track available scholarship funds for children in your camp!

The **SCHOLARSHIP** tab includes three sections: Scholarship Info, Recipients and Director Notepad.

On the Scholarship Info section, you will see your available scholarships listed with names, total available funds to distribute, any applicable restrictions on how the funds may be used and the amount left, or the remaining balance of funds available. This is where you will see your scholarships funded through Green Envelope donations or crowdfunding from your online campaign.

Camp Invention: Wonder

## ROSTER

2023

PARTICIPANTS PROGRAM TEAM **SCHOLARSHIP**

Scholarship Info Recipients Director Notepad

Filter by name or attribute [Export](#)

Scholarship Name	Scholarship Total	Scholarship Restrictions	Amount Left
23-PA46-15911-LIT	\$1000		\$0
23-PA46-15911	\$10000		\$2525
23-PA46-15911A	\$3000		\$1275

The Recipients section is where you will see the recipient's information, the scholarship name and the amount of funds applied to that recipient. Please note that sibling registrations display as a sum. For this reason, Directors should refer to the **PARTICIPANTS** tab of their **ROSTER** to confirm which registrations use scholarship funds.

Camp Invention: Wonder

## ROSTER

2023

PARTICIPANTS PROGRAM TEAM SCHOLARSHIP

Scholarship Info **Recipients** Director Notepad

Filter by name or attribute

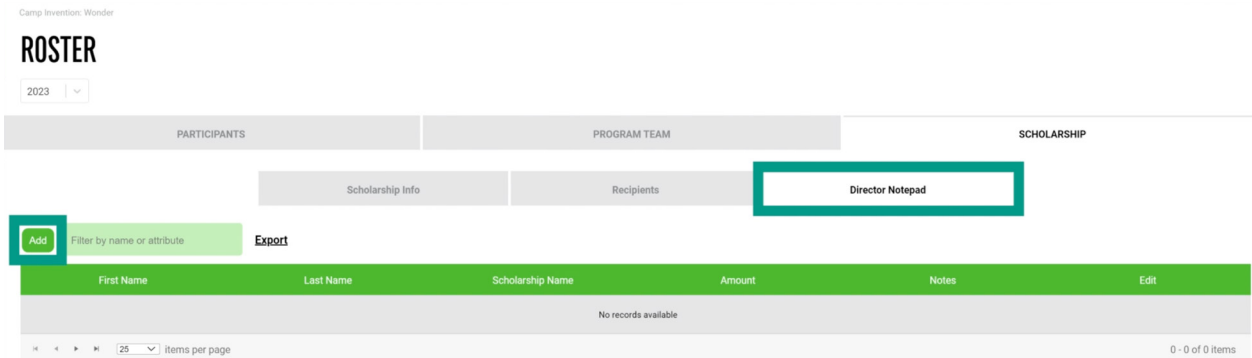
\*Siblings registrations display as a sum. Please reference the Roster tab to confirm which registrants use scholarship funds.

Parent First Name	Parent Last Name	Child First Name	Child Last Name	Scholarship Name	Amount*
John	Smith	Ashley	Smith	23-PA46-15911	-65
Jane	Doe	Joseph	Doe	23-PA46-15911A	-15
Emily	Invention	Chris	Invention	23-PA46-15911	-65



# TRACKING SCHOLARSHIP FUNDS

Funds from National and Green Envelope donors are updated as they are received. Crowdfunding donations will be updated once a week. The Director Notepad is available as a place to organize pending registrations that include scholarship funding. Use the “add” button to record the recipient’s name, the scholarship name, the amount and any notes.



Funds can be used for Camp Invention campers and Leaders-in-Training who need financial assistance. We recommend giving partial scholarships, as this will stretch your funds to support even more children. Having families pay toward the program fees also will support attendance for your program.

For each scholarship recipient, you will send us the child’s completed registration form, along with the check or credit card information for family co-payment, when applicable.

Be sure to communicate with families about **deadlines** for co-payments and registration forms so that we can confirm each child’s registration.



**SOCIAL MEDIA**  
**OUTREACH**  
**FOR CROWDFUNDING**



# SOCIAL MEDIA OUTREACH FOR CROWDFUNDING

## SOCIAL IMAGES

**You can augment your crowdfunding campaign’s reach by spreading the word through social media! These suggested social media posts for Facebook and Twitter will make it easy for you to share information about your program and your fundraising goals with your social circle!**

Below, you will find prewritten social media posts to share your online crowdfunding campaign on your social media profiles. Be sure to update the highlighted areas to reflect your campaign details.

Click on an image below to download the individual file or click the button to download all social media images.



**DOWNLOAD ALL IMAGES**

To download the assets, click on button. Files should appear in your downloads folder — go to your downloads folder and locate the “Social\_Images\_Fundraising” folder. Double-click to open the file and access the content. Save the files to your computer for use.

*Please Note: Both Facebook and Twitter posts include the national Camp Invention page tag (@CampInvention). This allows viewers the ability to visit our page to learn more information before registering for your local program. To activate the tag, click on the tag and, after pasting in the copy, the text will turn blue to confirm the tag is activated. You can use the Facebook posts included below to share your Facebook Event by copying and pasting the Event page URL into the post or by sharing the event from your News Feed. Social media posts and accompanying graphics are provided. We recommend that you include both text-only posts and posts with graphics when promoting your local Camp Invention program on social media.*

# SOCIAL MEDIA OUTREACH FOR CROWDFUNDING

## FACEBOOK POSTS

### REQUESTS FOR CROWDFUNDING DONATIONS



This summer, I'm excited to be [an Instructor/the Director] at @CampInvention at [location]! This program brings exciting #STEM concepts to life through hands-on experiences. We've created a scholarship fund to help provide this one-of-a-kind experience to more students. If you are able, please follow the link below to support Camp Invention® scholarships. [insert campaign link]



Will you help make the @CampInvention experience a reality for students in our community? Camp Invention® is a summer program focused on creativity, innovation, real-world problem solving and fun. You can follow this link to donate to our Camp Invention® program at [location] by [insert date]. [insert campaign link]



My fellow @CampInvention Program Team Members and I have set a goal to raise scholarship funds to help send [#] children to camp at [location] this summer. Camp Invention® is a nationally recognized summer STEM program that provides children an innovative, hands-on learning experience. We appreciate any support to help us reach our goal! [insert campaign link]



I'm thrilled to share that I am part of the program team for @CampInvention this summer at [location]! This exciting summer camp provides K-6 children with the necessary tools for fostering creativity and innovation. You can help provide those tools to the children in our community through a donation below or by spreading the word and sharing this link! [insert campaign link]



As some of you might know, I am thrilled to be part of @CampInvention at [location] this summer! Camp provides K-6 students with the opportunity to experience STEM concepts in a creative and fun way. If you would like to support students in STEM, we have created a scholarship fund to help underserved children in our community attend the program. You can learn more and donate here: [insert campaign link]. Thank you in advance for your support!

### FACEBOOK MILESTONE POSTS



I am excited to share that we are almost halfway to reaching our goal of \$[amount]. Thank you to everyone who has donated so far! Your donation will help children in our community attend @CampInvention and discover their creative potential. You can help us reach the halfway milestone by donating by [insert date] or sharing with your friends to encourage them to join us in this effort. [insert campaign link]



Thank you to everyone who has helped provide children with the opportunity to attend @CampInvention. We are almost to our goal of \$[amount], which will support [# children] children to become creators, inventors and entrepreneurs! Help more children experience a summer of fun and learning, click below to donate! [insert campaign link]



I am proud to announce that our community has raised \$[amount] to help local underserved children attend @CampInvention, which is [enter %] of our goal! Thank you to all who have helped make this possible. It's not too late; you can help more children attend this @InventorsHOF program by donating below by [insert date]! [insert campaign link]

# SOCIAL MEDIA OUTREACH FOR CROWDFUNDING

## TWITTER POSTS

### REQUESTS FOR CROWDFUNDING DONATIONS



Organization Name ✓  
@Username

You can make it possible for local children to experience @CampInvention, where they can explore #STEM concepts through engaging, hands-on activities. Donate today! [insert campaign link]



Organization Name ✓  
@Username

Help a child in our community attend @CampInvention, an @InventorsHOF program that encourages problem solving and creativity! #STEM [insert campaign link]



Organization Name ✓  
@Username

You can spark local children's interest in #STEM by helping them attend @CampInvention with a single donation! [insert campaign link]



Organization Name ✓  
@Username

Help local children attend @CampInvention, where they'll learn critical thinking skills through fun, hands-on #STEM activities! [insert campaign link]

### TWITTER MILESTONE POSTS



Organization Name ✓  
@Username

Thank you to everyone who has donated to help local children attend @CampInvention this summer! It's not too late to join us in our efforts. Visit the link below and donate by [insert date]. [insert campaign link]



Organization Name ✓  
@Username

Thanks to the support of the community, we have raised [percentage]% of our total goal to help children attend @CampInvention this summer. If you would like to donate, visit [insert campaign link] by [date] to join us in our efforts.



Organization Name ✓  
@Username

Because of the generosity of our community, we've raised \$[dollar amount] to help local kids attend @CampInvention! Click below to donate — and don't forget to share with others to encourage them to join in! #CampInvention [insert campaign link]



Organization Name ✓  
@Username

Thank you so much to everyone helping to give local underserved children the opportunity to explore innovation through fun, hands-on #STEM activities at @CampInvention this summer. It's not too late to join us in our efforts! [insert campaign link]



**LOCAL**  
**FUNDRAISING**  
**EMAIL TEMPLATES**

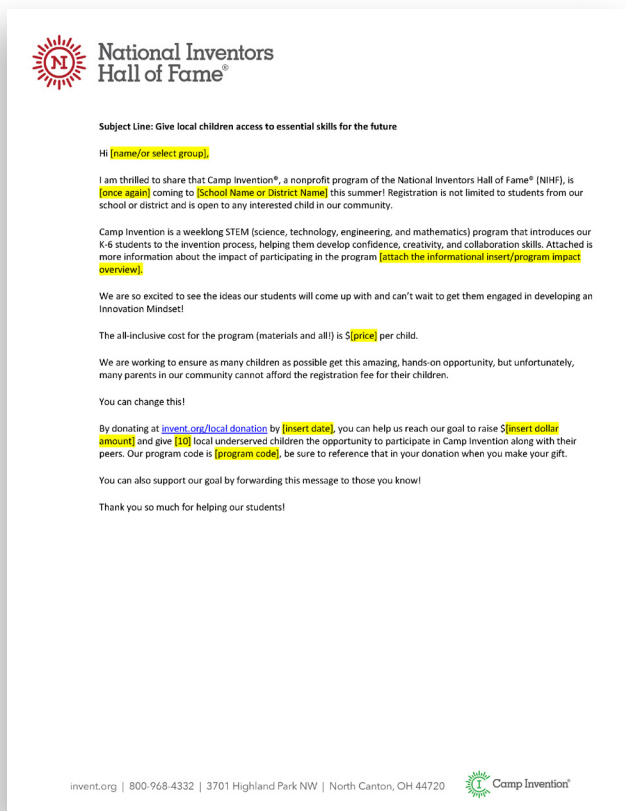
# LOCAL FUNDRAISING EMAIL TEMPLATES

Whether you are a new or returning Camp Invention Leader using NIHF Green Envelopes and/or online crowdfunding, you can use the email templates below to spread the word about your program:

- Select a template (either NIHF Green Envelope or online crowdfunding)
- Copy and paste the text into the body of your email
- Fill in your program-specific information (sections highlighted in yellow)
- Send your email to people and organizations you believe would like to support your program

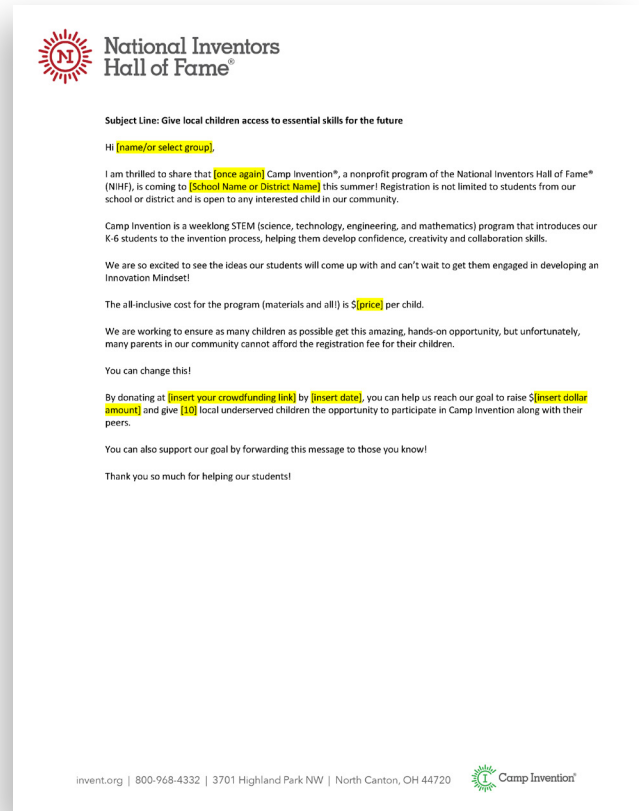
## CLICK IMAGE TO DOWNLOAD EMAIL TEMPLATE

### GREEN ENVELOPE EMAIL TEMPLATE



The image shows a preview of the Green Envelope email template. It features the National Inventors Hall of Fame logo at the top left. The subject line is "Give local children access to essential skills for the future". The body text includes a greeting, an introduction to Camp Invention, a description of the program, and a call to action for donations. The text is formatted with yellow highlights for key information like dates, school names, and program codes. At the bottom, there is contact information for invent.org and the Camp Invention logo.

### ONLINE CROWDFUNDING EMAIL TEMPLATE



The image shows a preview of the Online Crowdfunding email template. It features the National Inventors Hall of Fame logo at the top left. The subject line is "Give local children access to essential skills for the future". The body text includes a greeting, an introduction to Camp Invention, a description of the program, and a call to action for crowdfunding. The text is formatted with yellow highlights for key information like dates, school names, and program codes. At the bottom, there is contact information for invent.org and the Camp Invention logo.

**CLICK TO DOWNLOAD  
INFORMATIONAL INSERT**

# THANK YOU

FOR ALL YOU DO TO PROVIDE OPPORTUNITIES  
FOR CHILDREN IN YOUR COMMUNITY!

Please contact your Regional Representative  
with any questions along the way.



National Inventors  
Hall of Fame®

*Inspiring Future Innovators®*

In partnership with



UNITED STATES  
PATENT AND TRADEMARK OFFICE®